ORDER

Orders Order / Rev: 720596 06363825 Alt Order #: Product Desc: NRCC IE 2012 KSDK 3315 Estimate: Flight Dates: 10/26/12 - 11/06/12 Primary AE: Kristin Waskie 10/19/12 / 10/19/12 Sales Office: Original Date / Rev: T-PHI Order Type: Political Sales Region: NAT National Media Research Planning/ PC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: Billing Cycle: 815 Slaters Lane EOM/EOC Alexandria, VA 22314 Agency Commission: 15%

Advertiser Name: National Republican Cong. Committee

Demographic: A35+

Product Codes: IS-Candidate/US House

Priority: P-1

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date # Spots		Gross Amount	Net Amount		
10/01/12	10/28/12	10	\$9,835.00	\$8,359.75		
10/29/12	11/06/12	33	\$50,060.00	\$42,551.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$9,835.00	\$8,359.75	0.00
November 2012	33	\$50,060.00	\$42,551.00	0.00
Totals	43	\$59 895 00	\$50,910,75	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KSDK	38%	\$59,895.00		
Market	100%	\$157,618.42		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$6,304.74
KETC	0%	\$0.00
KMOV	35%	\$55,166.45
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	23%	\$36,252.24
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

L	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	1 KSDK	10/26/12	11/02/12	M-F 3-4p	CM	3-4p	F	:30	1	\$850.00 P-1	0.00 NM	2	\$1,700.00
				Ellen		(3:00 PM-4:00	PM)						
	ELLEN												
	Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/2	22/12	10/28/12	F	1	\$850.00	0.00						
	Week: 10/2	29/12	11/04/12	F	1	\$850.00	0.00						

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Order / Rev: 720596 Advertiser: National Republican Cong. Committee

Alt Order #: 06363825 Product Desc: NRCC IE 2012 **KSDK**

Flight Dates: 10/26/12 - 11/06/12 Estimate: 3315

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots ---F--11/02/12 11/02/12 M-F 5P News 5-530P :30 1 \$2,800.00 P-1 0.00 NM \$2,800,00 2 KSDK СМ News Channel 5 at 5P NWS CH5-5P Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 ----F--1 \$2,800.00 Week: 10/29/12 0.00 3 KSDK 10/26/12 11/02/12 M-F 5-6A ---F--:30 \$675.00 P-1 0.00 NM \$1.350.00 5-6A **TODAY-LOUIS-5** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---F--\$675.00 0.00 ---F--Week: 10/29/12 11/04/12 \$675.00 0.00 4 KSDK 10/26/12 11/02/12 M-F NBC Today 7-9A CM 7-9A ---F--1 \$1,250.00 P-1 0.00 NM \$2,500.00 .30 NBC Today 7-9A **TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating ---F--Week: 10/22/12 10/28/12 1 \$1,250.00 0.00 ---F--Week: 10/29/12 11/04/12 1 \$1,250.00 0.00 5 KSDK 10/29/12 11/05/12 LN (M-F) M- - - - -CM 10-1035p .30 1 \$3,375.00 P-1 0.00 NM 2 \$6,750.00 LN (M-F) NWS CH5-10P Spots/Week Rating Start Date **End Date** Weekdays Rate M- - - - -11/04/12 1 \$3,375.00 Week: 10/29/12 0.00 M-----Week: 11/05/12 11/11/12 1 \$3,375.00 0.00 M- - - - -6 KSDK 11/05/12 11/05/12 M-F 3-4p CM :30 \$850.00 P-1 0.00 NM \$850.00 3-4p Ellen ELLEN Start Date Spots/Week End Date Weekdays Rate Rating M- - - - -Week: 11/05/12 11/11/12 \$850.00 0.00 7 KSDK 11/05/12 11/05/12 M-F 5-6A M- - - - -:30 \$675.00 P-1 0.00 NM CM 5-6A \$675.00 5-6a **TODAY-LOUIS-5** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M----\$675.00 0.00 8 KSDK 10/29/12 10/29/12 M-F 6P News CM 6-630P M- - - - -:30 1 \$3,025.00 P-1 0.00 NM \$3,025.00 News Channel 5 at 6P NWS CH5-6P Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 M- - - - -1 \$3,025.00 Week: 10/29/12 0.00 9 KSDK 11/05/12 11/05/12 M-F 6-7A CM 6-7A M- - - - -:30 1 \$1,350.00 P-1 0.00 NM \$1,350.00 **TODAY-LOUIS-6** Weekdays Start Date End Date Spots/Week Rating Rate Week: 11/05/12 11/11/12 M- - - - -1 \$1,350.00 10 KSDK 10/29/12 10/29/12 M-F NBC Today 7-9A CM 7-9A M- - - - -:30 1 \$1,250.00 P-1 0.00 NM \$1,250.00 NBC Today 7-9A **TODAY SHW** Weekdays Rating Start Date End Date Spots/Week Rate 1 \$1,250.00 Week: 10/29/12 11/04/12 0.00 11 KSDK 11/03/12 11/03/12 Sat 5p 5-530P ---S-:30 1 \$1,475.00 P-1 0.00 NM 2 \$1,475.00 News Channel 5 at 5P Sat NWS CH5-5 WKND Weekdays Start Date End Date Spots/Week Rating

1 \$1,475.00

0.00

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11/04/12

Week: 10/29/12

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Order / Rev: 720596 Advertiser: National Republican Cong. Committee

Alt Order #: 06363825 Product Desc: NRCC IE 2012 KSDK

Flight Dates: 10/26/12 - 11/06/12 Estimate: 3315

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 11 KSDK 11/03/12 11/03/12 Sat 5p СМ 5-530P :30 \$1,475.00 P-1 0.00 NM \$1,475,00 News Channel 5 at 5P Sat NWS CH5-5 WKND Start Date End Date Weekdays Spots/Week Rate Rating 1 \$1,475.00 Week: 10/29/12 11/04/12 ---S-0.00 Weekdays Ch Date Range Start/End Time Description Length Rate Rtg Type Spot 1 KSDK 10/29/12-11/04/12 Sat 5p 5-530P :30(\$1,475.00) 0.00 NM - - - - - Sa-See MG 11.2,11.3 [programming - Notre Dame Football] 2-3p \$675.00 0.00 NM 2 KSDK 11/05/12-11/05/12 M-F 2-3p :30 MG for 11.1 11/03 [n/a] 3 KSDK 11/05/12-11/05/12 M-F 4P News 4-430P :30 \$800.00 0.00 NM MG for 11.1 11/03 [n/a] 12 KSDK 10/27/12 10/27/12 Sat 6p CM 6-630P ---S-:30 1 \$1,575.00 P-1 0.00 NM \$1,575.00 News Channel 5 at 6P Sat NWS CH5-6 WKND Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 ---S-\$1,575.00 0.00 13 KSDK 10/27/12 11/03/12 Sat 6-7A CM 6-7A ---S-:30 \$550.00 P-1 0.00 NM 2 \$1,100.00 Sat 6-7A **NWCHNL 5-ST LS** Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/22/12 10/28/12 - - - S-\$550.00 0.00 ----S-Week: 10/29/12 11/04/12 \$550.00 0.00 СМ 14 KSDK 10/27/12 11/03/12 SAT TDY ---S-7-9A :30 1 \$1,125.00 P-1 0.00 NM \$2,250.00 2 NBC Today Show (Sa) SATURDAY TODAY Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ---S-1 \$1,125.00 0.00 Week: 10/29/12 11/04/12 1 \$1,125.00 0.00 15 KSDK 10/27/12 11/03/12 Sat 9a CM 9-10A ---S-:30 1 \$1,125.00 P-1 0.00 NM \$2,250.00 2 Sat 9-10a **NWCHNNL 5 AT 9** Start Date **End Date** Weekdays Spots/Week Rating Rate 1 \$1,125.00 Week: 10/22/12 10/28/12 ---S-0.00 Week: 10/29/12 11/04/12 1 \$1,125.00 0.00 N16 KSDK 10/28/12 10/28/12 SU 10A-10:30A/SL----S Rams Weekly :30 \$560.00 P-1 0.00 NM \$560.00 Rams Weekly (10:30 AM-11:00 AM) STL RAMS TLGT Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 10/22/12 10/28/12 \$560.00 0.00 17 KSDK 11/04/12 11/04/12 LN2 (Su) CM 1033p-11p/11:05p-----S :30 1 \$1,125.00 P-1 0.00 NM \$1,125.00 LN2 (Su) **NEWS AFTER NFL** Start Date **End Date** Weekdays Spots/Week Rating Rate 11/04/12 Week: 10/29/12 \$1,125.00 0.00 1 \$1,575.00 P-1 18 KSDK 10/28/12 11/04/12 NC5 at 5P Sun CM 5-530P ----S :30 0.00 NM 2 \$3,150.00 News Channel 5 at 5P Sun NWS CH5-5 WKND Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/22/12 10/28/12 \$1,575.00 0.00 ----S 1 Week: 10/29/12 11/04/12 ----S 1 \$1,575.00 0.00 CM \$550.00 P-1 19 KSDK 10/28/12 10/28/12 Sun 6-7A 6-7A ----S :30 0.00 NM 1 \$550.00 Sun 6-7A NWCHNL 5-ST LS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S \$550.00 0.00 20 KSDK 11/04/12 11/04/12 SUN TDY CM 7-8A ---S :30 1 \$1,125.00 P-1 0.00 NM \$1,125.00

NBC Today Show (Su)

SUN TODAY

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Flight Dates: 10/26/12 - 11/06/12 Estimate: 3315

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 20 KSDK 11/04/12 11/04/12 SUN TDY СМ 7-8A \$1,125.00 P-1 0.00 NM \$1,125,00 NBC Today Show (Su) SUN TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 1 \$1,125.00 0.00 21 KSDK 11/04/12 11/04/12 1 \$1,010.00 P-1 Sun 9a 9-10A ----S :30 0.00 NM \$1.010.00 Sun 9-10a **NWCHNNL 5 AT 9 End Date** Spots/Week Start Date Weekdays Rate Rating 11/04/12 1 \$1,010.00 Week: 10/29/12 0.00 3-4p 22 KSDK 11/01/12 11/01/12 \$850.00 P-1 M-F 3-4p CM ---T---:30 0.00 NM 1 \$850.00 (3:00 PM-4:00 PM) Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 - - - T- - -\$850.00 0.00 23 KSDK 11/01/12 11/01/12 M-F 5P News ---T---1 \$2,800.00 P-1 CM 5-530P :30 0.00 NM \$2,800.00 News Channel 5 at 5P NWS CH5-5P Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 - - - T- - -\$2,800.00 0.00 24 KSDK 11/01/12 11/01/12 M-F 6-7A 6-7A ---T---CM :30 1 \$1,350.00 P-1 0.00 NM \$1,350.00 6-7a **TODAY-LOUIS-6** Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 - - - T- - -Week: 10/29/12 \$1,350.00 0.00 25 KSDK 10/30/12 10/30/12 M-F 3-4p - T- - - -:30 \$850.00 P-1 0.00 NM \$850.00 CM 3-4p (3:00 PM-4:00 PM) **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -Week: 10/29/12 11/04/12 \$850.00 0.00 M-F 5P News 26 KSDK 10/30/12 10/30/12 - T- - - -:30 1 \$2,800.00 P-1 CM 5-530P 0.00 NM \$2,800.00 1 News Channel 5 at 5P NWS CH5-5P End Date Spots/Week Rating Start Date Weekdays Rate 11/04/12 Week: 10/29/12 \$2,800.00 0.00 27 KSDK 10/30/12 11/06/12 M-F 5-6A CM 5-6A - T- - - -:30 \$675.00 P-1 0.00 NM \$1,350.00 5-6a **TODAY-LOUIS-5** Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/29/12 11/04/12 - T- - - -1 \$675.00 0.00 Week: 11/05/12 - T- - - -11/11/12 \$675.00 0.00 M-F 6-7A 28 KSDK 10/30/12 11/06/12 CM 6-7A - T- - - -:30 1 \$1,350.00 P-1 0.00 NM \$2,700.00 6-7a **TODAY-LOUIS-6** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/29/12 11/04/12 - T- - - -\$1,350.00 0.00 1 - T- - - -Week: 11/05/12 11/11/12 1 \$1,350.00 0.00 29 KSDK 10/31/12 10/31/12 LN (M-F) CM 10-1035p --W---:30 1 \$3,375.00 P-1 0.00 NM \$3,375.00 LN (M-F) NWS CH5-10P Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/29/12 11/04/12 - - W- - - -\$3,375.00 0.00 30 KSDK 10/31/12 10/31/12 5-530P :30 M-F 5P News - - W- - - -1 \$2,800.00 P-1 0.00 NM \$2,800.00 News Channel 5 at 5P NWS CH5-5P Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 - - W- - - -\$2,800.00 Week: 10/29/12 0.00 31 KSDK 10/31/12 10/31/12 M-F 6-7A --W---:30 1 \$1,350.00 P-1 0.00 NM CM 6-7A \$1,350.00 6-7a **TODAY-LOUIS-6**

Weekdays

- - W- - - -

Spots/Week

Rate

1 \$1,350.00

Rating

0.00

Start Date

Week: 10/29/12

End Date

11/04/12

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KSDK

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 Alt Order #:
 06363825
 Product Desc:
 NRCC IE 2012

Flight Dates: 10/26/12 - 11/06/12 Estimate: 3315

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spot	s Rate Pri	Rtg Type S	Spots	Amount
31	KSDK	10/31/12	10/31/12	M-F 6-7A	CM	6-7A	W	:30	1 \$1,350.00 P-1	0.00 NM	1	\$1,350.00
	TODAY-	LOUIS-6		6-7a								
32	KSDK	10/31/12	10/31/12	M-F NBC Today 7-9A NBC Today 7-9A	СМ	7-9A	W	:30	1 \$1,250.00 P-1	0.00 NM	1	\$1,250.00
	TODAY	SHW										
	Star	t Date I	End Date	Weekdays Spot	s/Week	Rate	Rating			l		
V	/eek: 10/2	29/12	11/04/12	W	1	\$1,250.00	0.00					

Totals 43 \$59,895.00